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AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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BEST OCTOBER EVER

FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped more that 3.4 million units in October -- the largest October shipment in history, reports the Association of Home Appliance Manufacturers (AHAM).

Total appliance shipments were 14.2% higher than the same month last year.

October was a record month for microwave ovens with shipments surpassing one million units. This was the first time in history that shipments in a single month reached the million-unit mark for any product.

More appliances (over 33.4 million units) were shipped during the first 10 months of 1984 than in any previous calendar year except 1973. Year-to-date shipments are just 2.4 million units short of the annual record of 35.8 million units. The industry expects to break that record this year.

Room air conditioners and microwave ovens, with increases of 58.8% and 57.5% respectively, led the pace of 1984 shipments through October. All products except freezers registered double-digit increases. However, the gains made by some products moderated in recent months. This leveling off is due, in part, to comparisons with the exceptionally strong 1983 performance and an overall slowdown in the economy.

(MORE)

Shipments are expected to remain at relatively high levels, but rates of increase will continue to moderate as compared to the prior year's high levels.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
October, 1984

	October 1984	October 1983	% Change	Calendar Year to Date 1984	1983	% Change
ALL MAJOR APPLIANCES**	3,451.7	3,022.8	+14.2%	33,449.3	27,118.3	+23.3%
ROOM AIR CONDITIONERS	36.1	32.0	+12.8	2,938.8	1,850.9	+58.8
DEHUMIDIFIERS	1.9	(.4)	+575.0	573.2	425.3	+34.8
DISHWASHERS - TOTAL	323.8	320.7	+ 1.0	2,965.5	2,556.3	+16.0
Built-In	300.4	296.3	+ 1.4	2,767.7	2,346.7	+17.9
Portable	23.4	24.4	- 4.1	197.8	209.5	- 5.6
DISPOSERS	361.0	338.5	+ 6.6	3,408.4	2,917.1	+16.8
COMPACTORS	17.3	14.5	+19.3	150.6	127.1	+18.5
REFRIGERATION - TOTAL	592.5	603.1	- 1.8	6,402.2	5,882.6	+ 8.8
Refrigerators	505.4	511.6	- 1.2	5,271.8	4,701.5	+12.1
Freezers - Total	87.1	91.5	- 4.8	1,130.5	1,181.0	- 4.3
Upright	47.6	50.1	- 5.0	551.5	556.2	- 0.8
Chest	39.5	41.4	- 4.6	579.0	624.9	- 7.3
ELECTRIC RANGES - TOTAL	287.3	265.6	+ 8.2	2,600.7	2,287.3	+13.7
Free Standing	235.2	212.0	+10.9	2,107.9	1,822.1	+15.7
Built-In	52.1	53.6	- 2.8	492.8	465.2	+ 5.9
MICRO. OVENS/RANGES***	1,006.4	735.5	+36.8	7,186.7	4,564.3	+57.5
HOME LAUNDRY - TOTAL	847.0	734.8	+15.3	7,410.3	6,677.6	+11.0
Washers - Total	465.2	411.8	+13.0	4,318.8	3,946.2	+ 9.4
Automatic	465.2	406.1	+14.6	4,318.8	3,886.4	+11.1
Wringer & Other	#	5.7	#	#	59.8	#
Dryers - Total	381.8	323.0	+18.2	3,091.5	2,731.4	+13.2
Electric	302.6	254.8	+18.8	2,464.1	2,176.2	+13.2
Gas	79.2	68.2	+16.1	627.5	555.2	+13.0

** Numbers do not add because of overlapping product category
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
# Seried discontinued